

# U.S. Army 2005 MWR Leisure Needs Survey

**284<sup>th</sup> BSB - Giessen  
Germany**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

284<sup>th</sup> BSB - Giessen

## □ LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

## □ SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

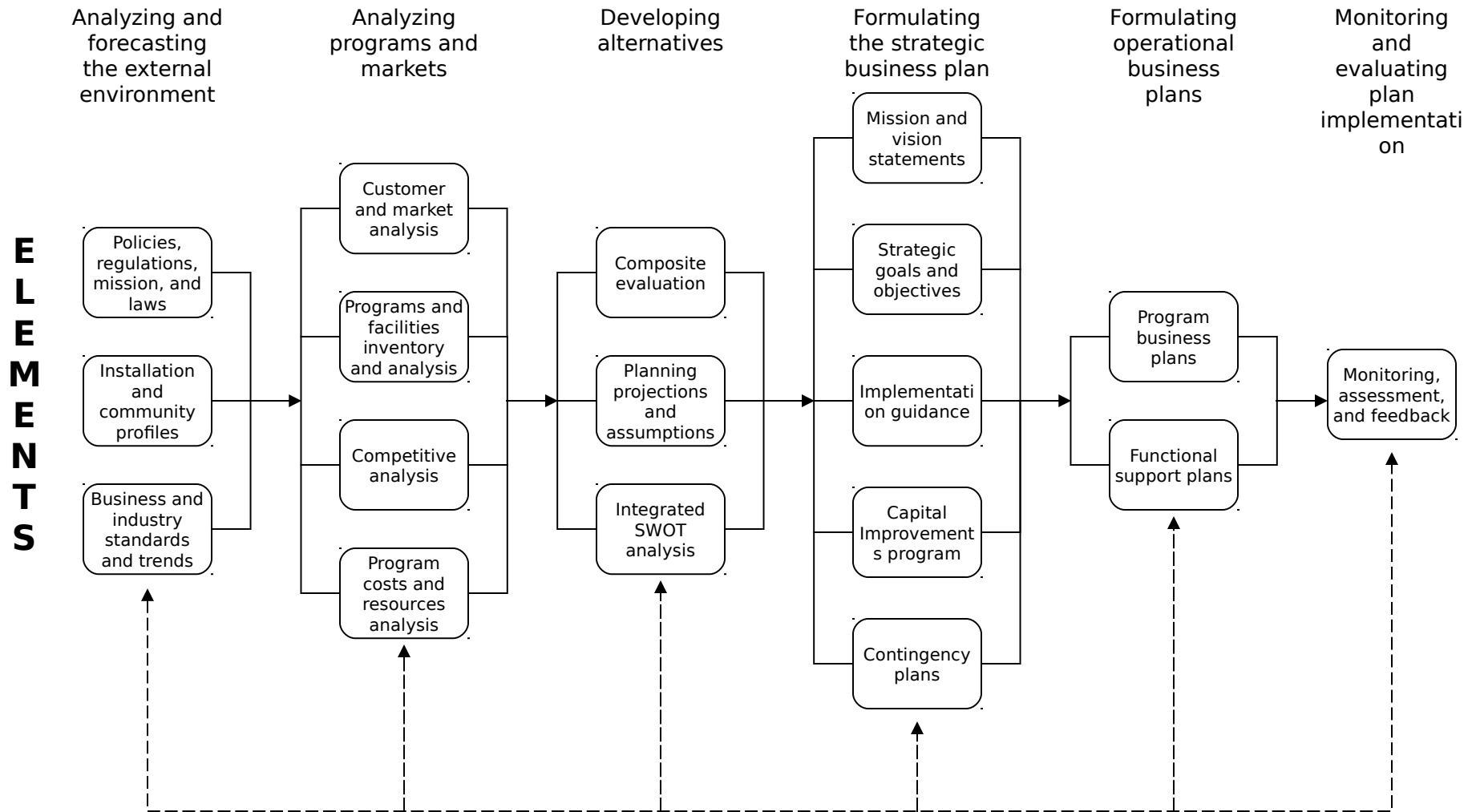
## □ NEXT STEPS

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS



# METHODOLOGY

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## PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 2,225 surveys were distributed at 284<sup>th</sup> BSB - Giessen



## SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

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## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

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## □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
284 <sup>th</sup> BSB - Giessen:					
Active Duty	3,820	1,167	81	6.94%	±10.77%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	1,803	1,058	54	5.10%	±13.13%
Retirees	N/A	N/A	N/A	N/A	N/A
<b>Total</b>	<b>5,623</b>	<b>2,225</b>	<b>135</b>	<b>6.07%</b>	<b>±8.33%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

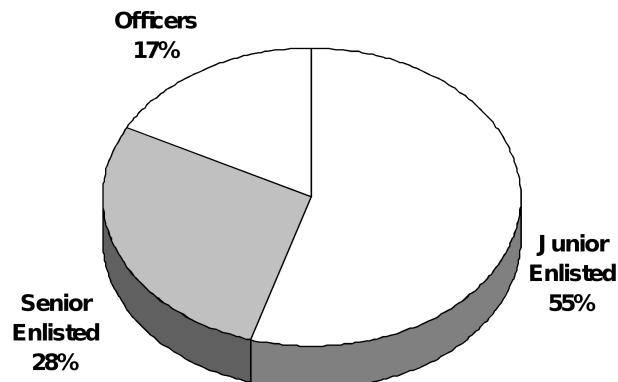
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

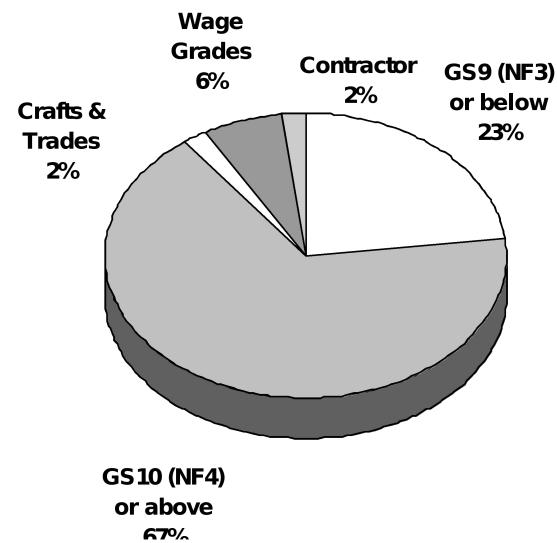
### ACTIVE DUTY

(n = 75)



### CIVILIANS

(n = 48)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

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## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT 284<sup>th</sup> BSB - GIESSEN

284<sup>th</sup> BSB - Giessen

## MOST FREQUENTLY USED FACILITIES

Library	54%
Bowling Food & Beverage	53%
Bowling Center	47%
Athletic Fields	28%
Post Picnic Area	24%

## LEAST FREQUENTLY USED FACILITIES

Youth Center	7%
School Age Services	8%
Child Development Center	9%
BOSS	9%
Multipurpose Sports/Tennis Courts	12%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT 284<sup>th</sup> BSB - GIESSEN\*

284<sup>th</sup> BSB - Giessen

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

ITR	4.04
Library	4.03
Post Picnic Area	3.96
Multipurpose Sports/Tennis Courts	3.96
Bowling Food & Beverage	3.95

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Athletic Fields	3.63
BOSS	3.73
Bowling Center	3.86
Youth Center	3.88
School Age Services	3.89

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT 284<sup>th</sup> BSB - GIESSEN\*

284<sup>th</sup> BSB - Giessen

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Library	4.11
Child Development Center	4.06
Bowling Food & Beverage	4.02
ITR	4.02
Youth Center	3.96

## FACILITIES WITH LOWEST QUALITY RATINGS\*

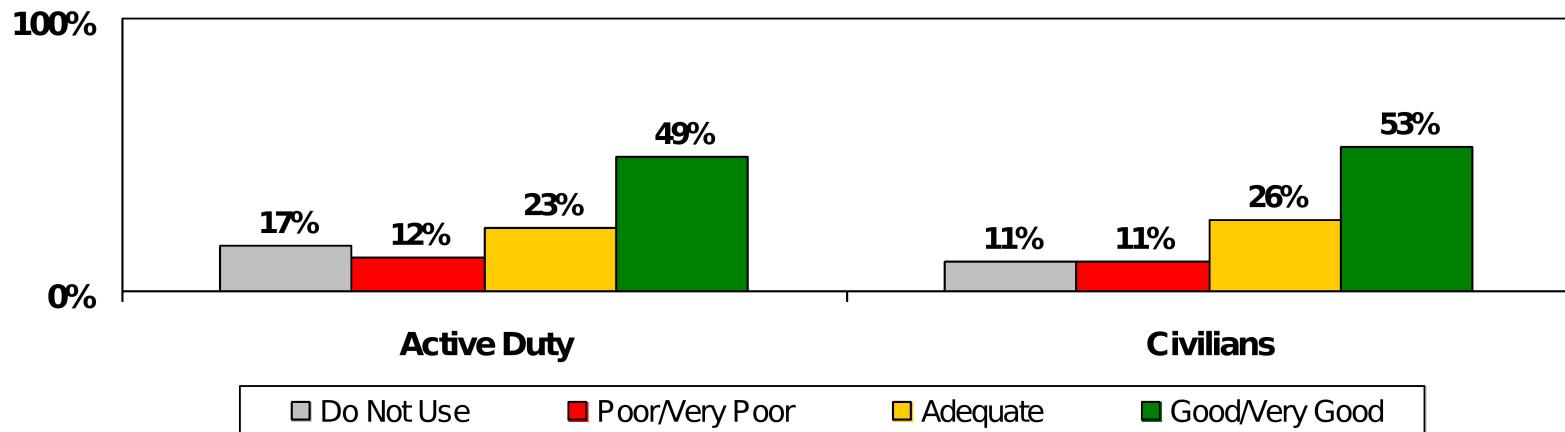
Athletic Fields	3.52
BOSS	3.83
Post Picnic Area	3.84
Outdoor Recreation Center	3.89
School Age Services	3.90

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

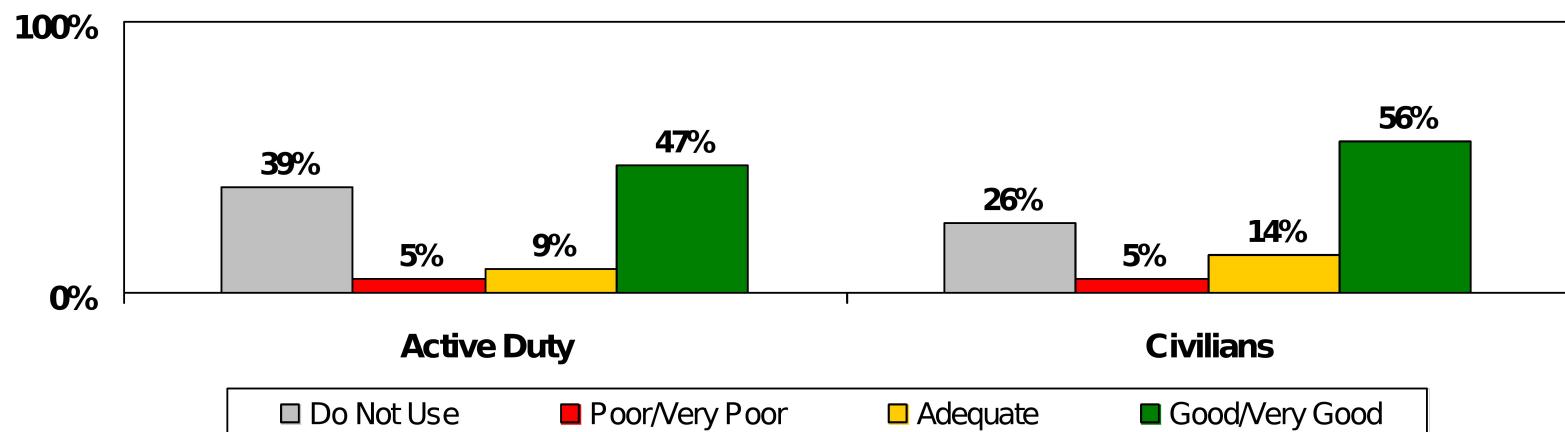
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



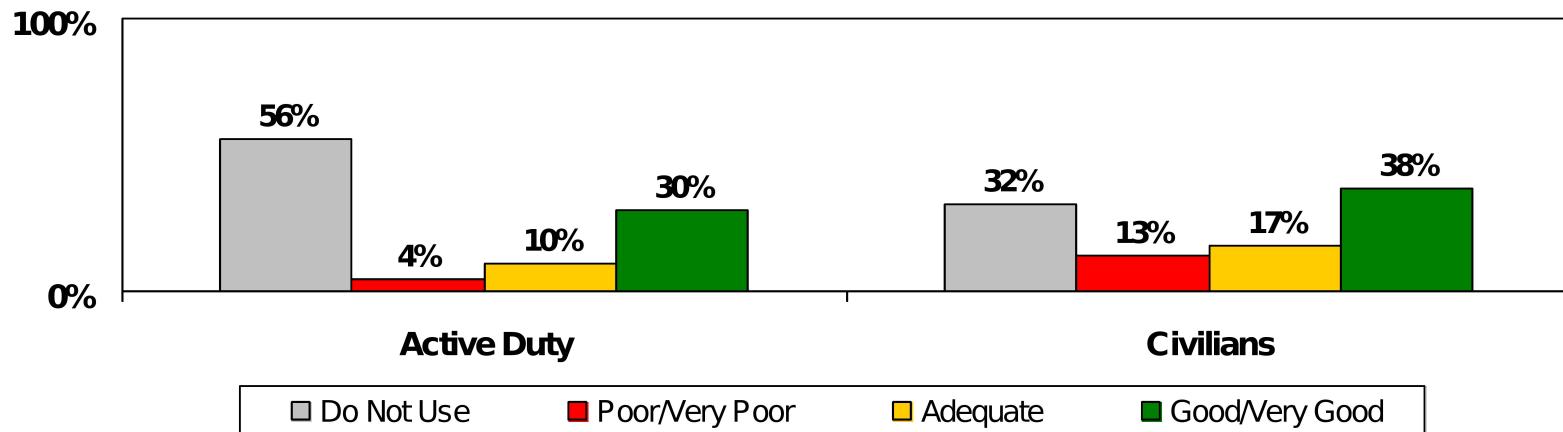
## Quality of Off-Post Services



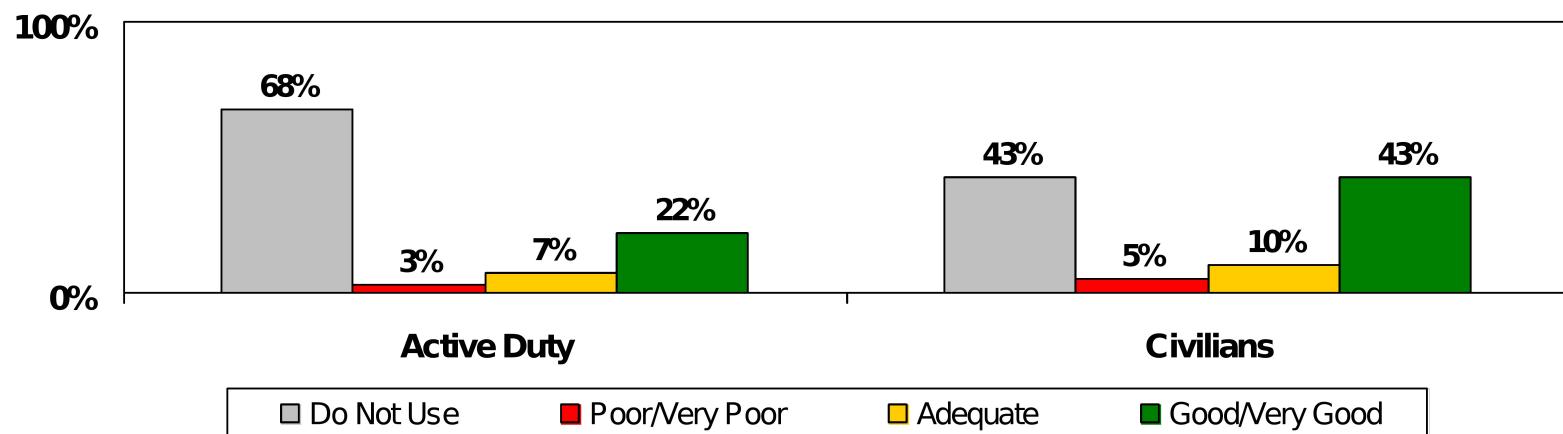
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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## Quality of On-Post Services



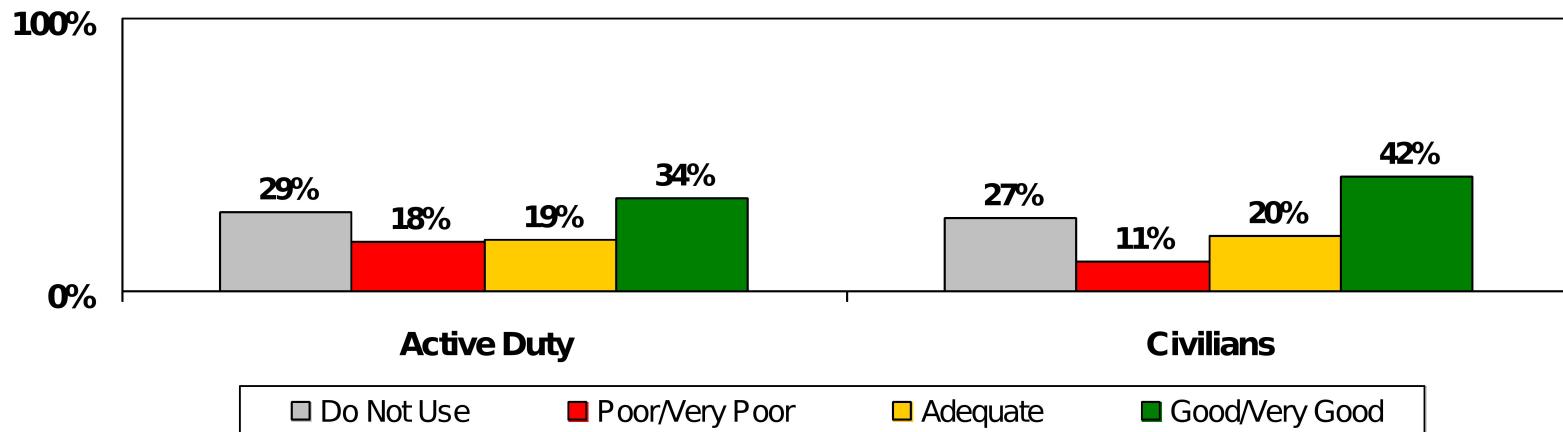
## Quality of Off-Post Services



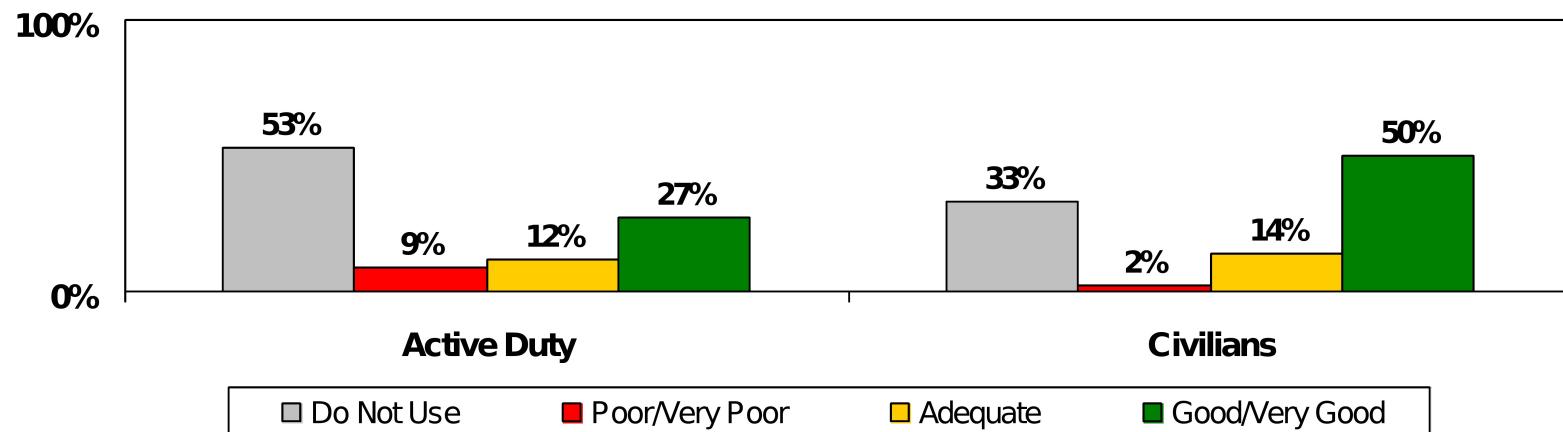
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

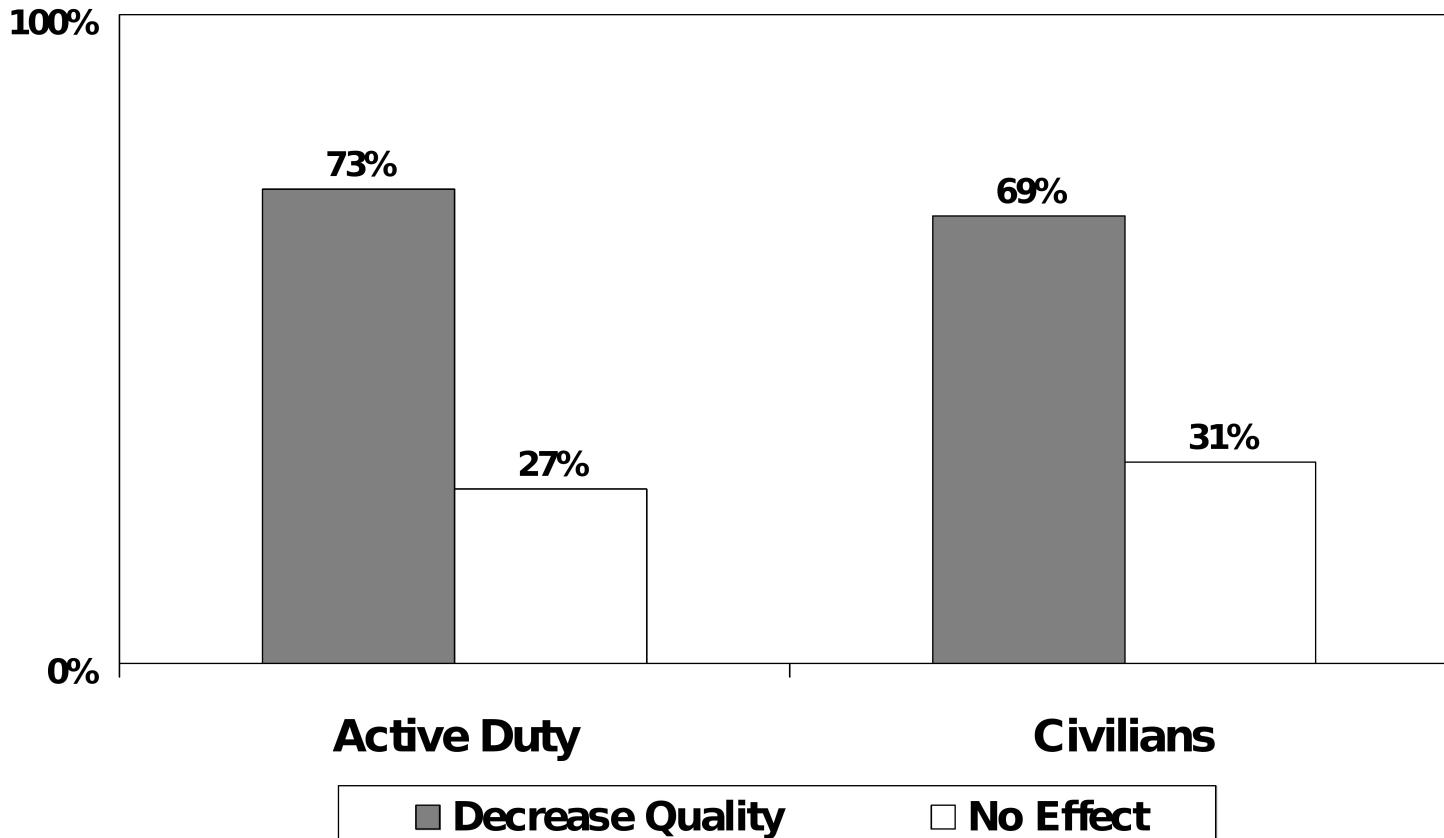


## Quality of Off-Post Services



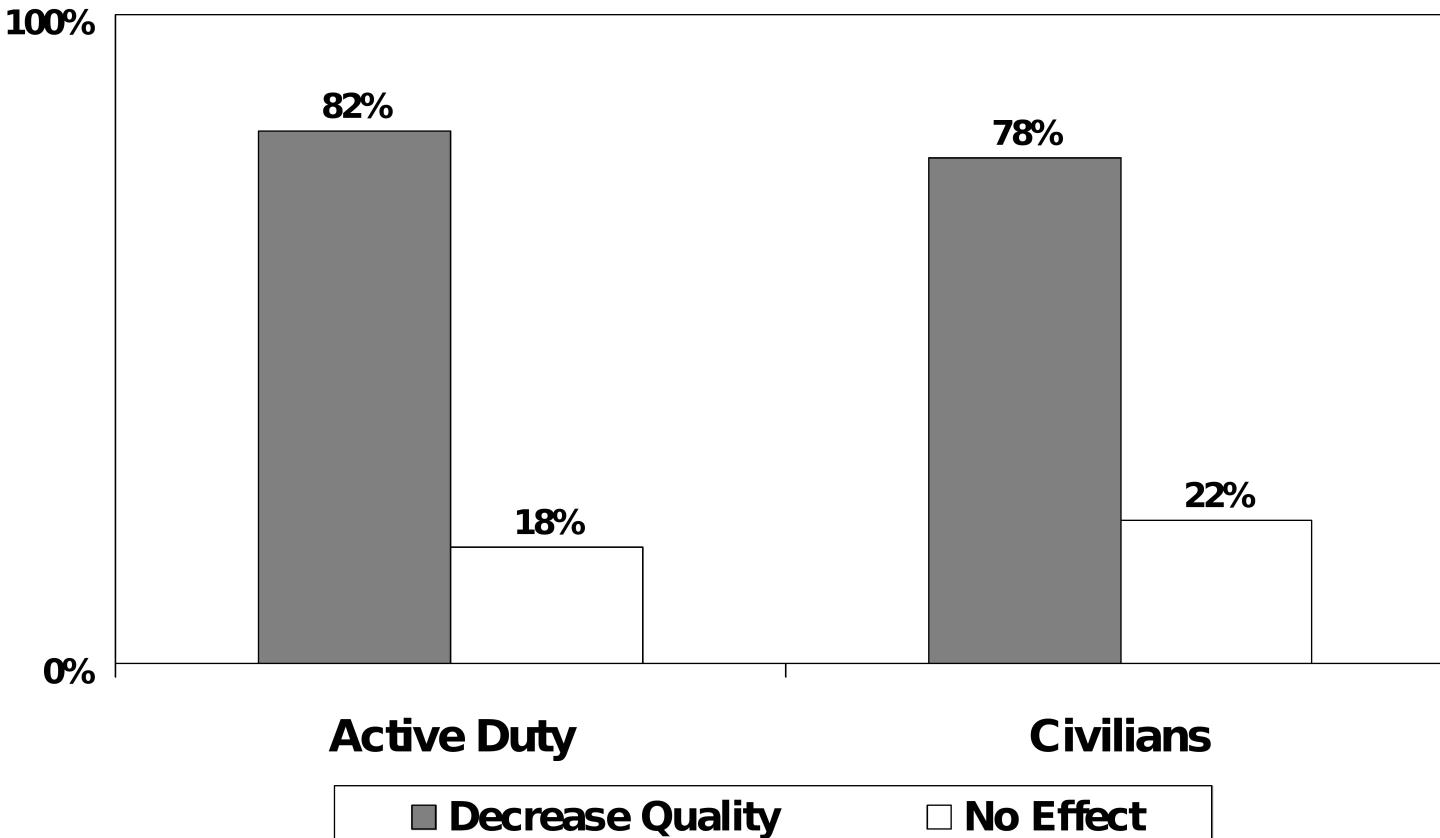
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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## Top 7 Activities/Programs

Library	72%
Fitness Center/Gymnasium	71%
Army Lodging	58%
Child Development Center	47%
Automotive Skills	46%
Athletic Fields	46%
BOSS	39%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	75%
Golf Course Pro Shop	62%
Golf Course	62%
Golf Course Food & Beverage	61%
Cabins & Campgrounds	59%
Bowling Pro Shop	53%
Clubs	39%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

284<sup>th</sup> BSB - Giessen

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	18%	30%	21%
E-mail	18%	<b>60%</b>	30%
Friends and neighbors	<b>34%</b>	43%	<b>37%</b>
Family Readiness Groups (FRGs)	14%	4%	11%
Bulletin boards on post	<b>33%</b>	51%	<b>38%</b>
Post newspaper	20%	<b>53%</b>	30%
MWR publications	27%	47%	33%
Radio	29%	<b>53%</b>	36%
Television	<b>33%</b>	23%	30%
My child(ren) let(s) me know	4%	4%	4%
Other unit members or co-workers	28%	28%	28%
Unit or post commander or supervisor	20%	11%	17%
Marquees/billboards	20%	36%	25%
Flyers	<b>41%</b>	<b>53%</b>	<b>44%</b>
Other	19%	2%	14%
I never hear anything	10%	4%	8%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	70%
Better Opportunities for Single Soldiers	38%
Army Community Service	44%
MWR Programs and Services	66%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	52%	74%	26%
Outreach programs	49%	59%	41%
Family Readiness Groups	62%	70%	30%
Relocation Readiness Program	58%	82%	18%
Family Advocacy Program	60%	50%	50%
Crisis intervention	43%	64%	36%
Money management classes, budgeting assistance	58%	65%	35%
Financial counseling, including tax assistance	62%	73%	27%
Consumer information	38%	58%	42%
Employment Readiness Program	48%	65%	35%
Foster child care	37%	73%	27%
Exceptional Family Member Program	53%	60%	40%
Army Family Team Building	51%	80%	20%
Army Family Action Plan	46%	75%	25%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	34%
Personal job performance/readiness	38%
Unit cohesion and teamwork	47%
Unit readiness	50%
Relationship with my spouse	29%
Relationship with my children	31%
My family's adjustment to Army life	37%
Family preparedness for deployments	43%
Ability to manage my finances	38%
Feeling that I am part of the military community	41%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	67%
Helps minimize lost duty/work time due to lack of child care/youth services	56%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	38%
Allows me to work outside my home	75%
Allows me to work at home	50%
Offers me an employment opportunity within the CYS program	50%
Allows me/my spouse to better concentrate on my/our job(s)	38%
Provides positive growth and development opportunities for my children	80%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	36%
Personal job performance/readiness	37%
Unit cohesion and teamwork	46%
Unit readiness	48%
Ability to manage my finances	32%
Feeling that I am part of the military community	42%
Relationship with my children (single parents)	43%
My family's adjustment to Army life (single parents)	42%
Family preparedness for deployments (single parents)	50%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Internet access (library)	45%
Reading	39%
Entertaining guests at home	38%
Night clubs/lounges	38%
Multi-media (videos, DVDs, CDs)	37%
Internet access/applications (home)	36%
Watching TV, videotapes, and DVDs	34%
Dancing	34%
Going to movie theaters	29%
Automotive maintenance & repair	27%

## Top 5 for Active Duty

Internet access (library)	46%
Night clubs/lounges	42%
Multi-media (videos, DVDs, CDs)	37%
Reading	37%
Dancing	36%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	64%
Walking	58%
Entertaining guests at home	55%
Reading	45%
Internet access/applications (home)	42%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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## Team Sports

Basketball	19%
Touch/flag football	17%
Soccer	13%
Softball	10%
Self-directed sports tournaments	8%

## Sports and Fitness

Running/jogging	23%
Weight/strength training	23%
Walking	22%
Cardiovascular equipment	20%
Bowling	16%

## Outdoor Recreation

Bicycle riding/mountain biking	18%
Volksmarching	12%
Going to beaches/lakes	12%
Snow skiing/snowboarding	12%
Picnicking	10%

## Entertainment

Watching TV, videotapes, and DVDs	34%
Going to movie theaters	29%
Billiards/game room/video arcades	16%
Festivals/events	14%
Card/table games	13%

## Social

Entertaining guests at home	38%
Night clubs/lounges	38%
Dancing	34%
Happy/social hour	24%
Specially arranged shopping trips	20%

## Special Interests

Internet access/applications (home)	36%
Automotive maintenance & repair	27%
Automotive detailing/washing	23%
Computer games	19%
Digital photography	19%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	45%	N/A	45%
Reading	39%	N/A	39%
Multi-media (videos, DVDs, CDs)	37%	N/A	37%
Going to movie theaters	27%	2%	29%
Reference/research services	24%	N/A	24%
Weight/strength training	23%	0%	23%
Watching TV, videotapes, and DVDs	21%	14%	34%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

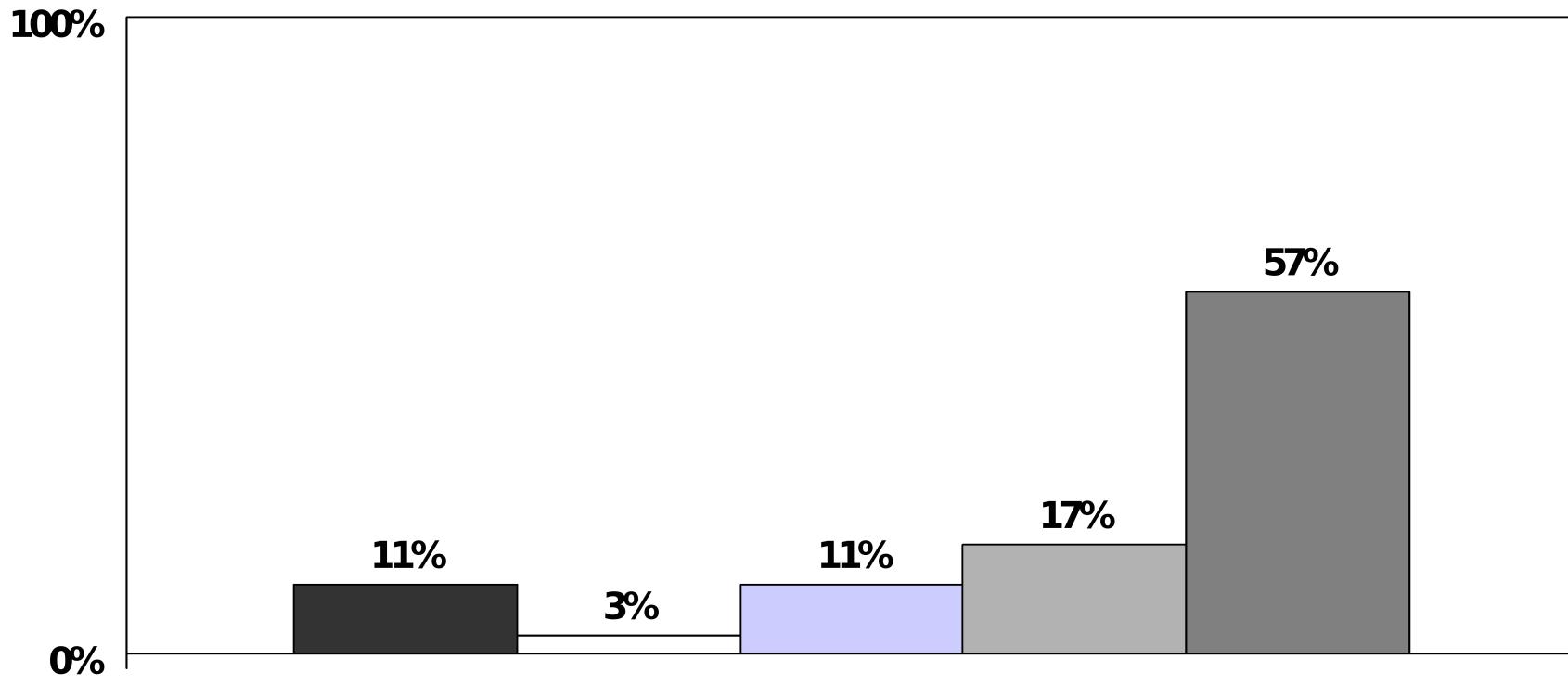
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	4%	26%	36%
Automotive maintenance & repair	18%	5%	4%	27%
Automotive detailing/washing	13%	8%	2%	23%
Computer games	0%	0%	19%	19%
Digital photography	2%	5%	12%	19%
Gardening	0%	3%	12%	15%
Tours/touring	0%	9%	0%	9%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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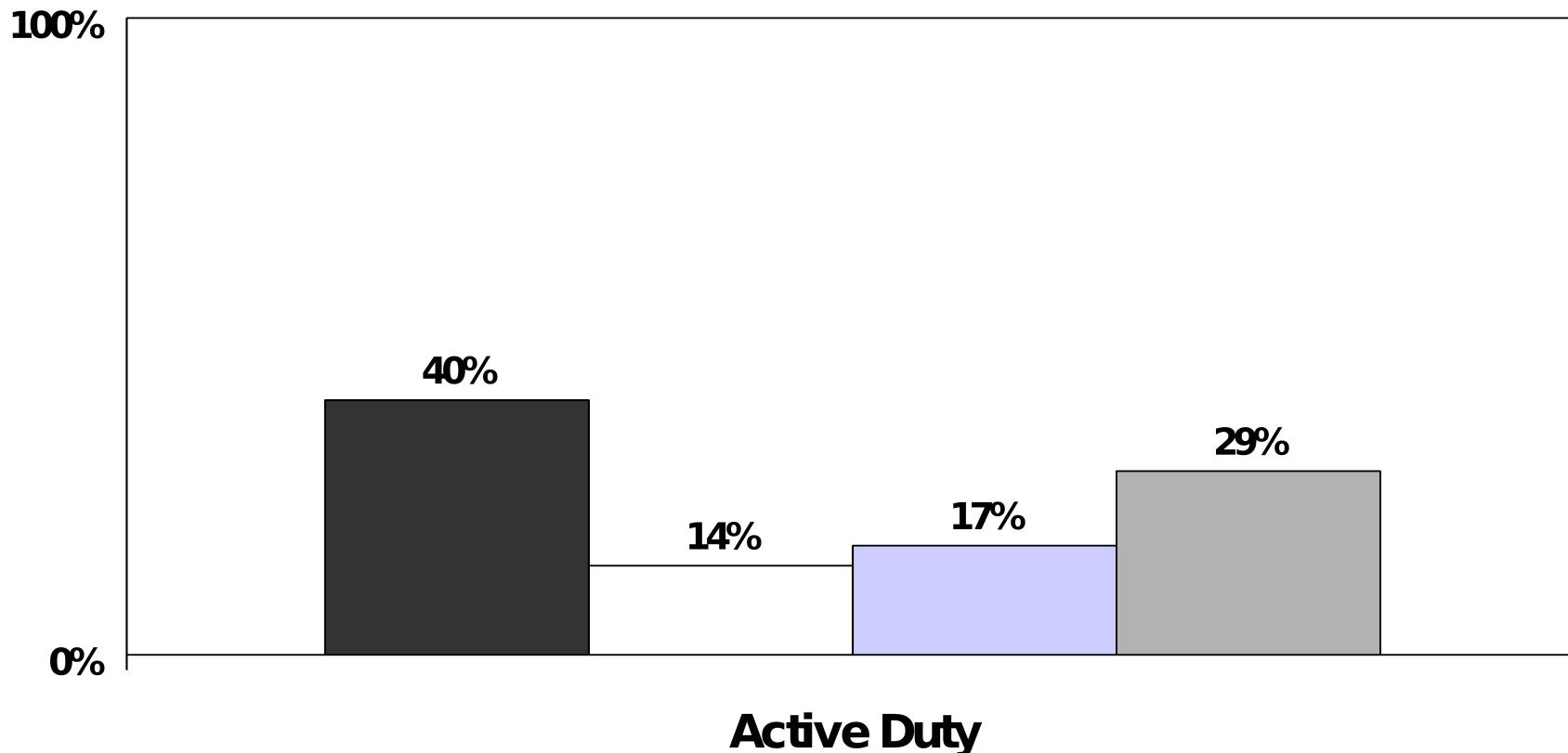


■ Not Important □ Slightly Important □ Moderately Important □ Important □ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

284<sup>th</sup> BSB - Giessen



■ Did Not Use □ Less Than Once Per Month □ 1-3 Times Per Month □ 4 or More Times Per Month

# CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	28%
Probably will not make military a career	14%
Undecided	14%
Probably will make military a career	17%
Definitely will make military a career	27%

# NEXT STEPS

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## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)